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ADVANCE REPORT ON RETAIL SALES, APRIL 1962

Total sales of retail stores in April were \$19.0 billion, the U. S. Department of Commerce announced today. After adjustment for seasonal variations and trading day differences, but not for price changes, total retail sales amounted to \$19.5 billion, about 1 percent above March and 9 percent above April 1961.

The April sales figures are based on the Advance Report on Retail Trade, a monthly survey of the Bureau of the Census conducted in cooperation with a representative cross-section of about 2,000 retail firms which, in total, operate some 39,000 stores in the United States. The firms which are cooperating in the early reporting of sales are part of a larger sample group which furnishes figures at a later date. The advance estimates are subject to revision of the estimates subsequently derived from the full sample, but the revision of the total seldom exceeds $1\frac{1}{2}$ percent.

The advance Census figures for April are shown in table 1 of this release. The Office of Business Economics indicated that, after adjustment for seasonal variations and trading day differences, sales showed wide spread gains from March to April among the major durable goods lines. Sales changes among the nondurables were mixed. Estimates for March for the full sample indicate that seasonally adjusted retail sales were about 2 percent above February.

(more)

ADVANCE RETAIL SALES FOR APRIL 1962

Table 1. SALES OF RETAIL STORES IN THE UNITED STATES, BY KIND-OF-BUSINESS GROUP

(NOT ADJUSTED for seasonal variations or trading day differences)

Kind-of-business group	Sales (millions of dollars)		
	1962		1961
	April ¹	March ²	April
Retail stores, total ³	19,023	18,991	17,398
Durable-goods stores, total ³	6,327	6,167	5,414
Nondurable-goods stores, total ³	12,696	12,824	11,984
Food group.....	4,482	4,985	4,486
Grocery stores.....	4,042	4,528	4,036
Eating and drinking places.....	1,325	1,343	1,313
General merchandise group.....	2,108	1,958	1,803
Department stores.....	⁴ 1,212	1,136	1,052
Apparel group.....	1,311	1,046	1,019
Furniture and appliance group.....	802	807	768
Lumber, building, hardware, farm equip. group.....	1,302	1,102	1,151
Automotive group.....	3,778	3,811	3,088
Gasoline service stations.....	1,503	1,475	1,439
Drug and proprietary stores.....	628	662	607

See footnotes below table 2.

Source: Bureau of the Census

Table 2. SALES OF RETAIL STORES IN THE UNITED STATES, BY KIND-OF-BUSINESS GROUP

(ADJUSTED for seasonal variations and trading day differences)

Kind-of-business group	Percentage change, April 1962 from--		Sales (millions of dollars)				Percentage change, March 1962 from--	
	Mar. 1962	Apr. 1961	1962			1961	Feb. 1962	Mar. 1961
			Apr. ¹	Mar. ²	Feb.	Mar.		
Retail stores, total ³	+1	+9	19,451	19,300	18,974	18,127	+2	+6
Durable-goods stores, total ³ ..	+2	+17	6,354	6,223	5,986	5,547	+4	+12
Nondurable-goods stores, total ³	0	+5	13,097	13,077	12,988	12,580	+1	+4
Food group.....				4,694	4,732	4,603	-1	+2
Eating and drinking places.....				1,448	1,414	1,390	+2	+4
General merchandise group.....				2,237	2,138	2,039	+5	+10
Apparel group.....				1,198	1,170	1,161	+2	+3
Furniture and appliance group.....				880	879	833	0	+6
Lumber, building, hardware, farm equipment group.....				1,221	1,251	1,199	-2	+2
Automotive group.....				3,604	3,370	3,044	+7	+18
Gasoline service stations.....				1,539	1,539	1,491	0	+3
Drug and proprietary stores.....				663	665	634	0	+5

Source: Office of Business Econo:

¹ Advance sample estimates.

² Preliminary estimates of full sample.

³ Totals include data for kinds of business not shown separately.

⁴ Based on preliminary estimates supplied by Federal Reserve Board.